

CLAIMS

1. A method of providing information related to activity of a user comprising:  
5            sending a first view request to a first electronic site that is substantially  
             controlled or owned by a first entity;  
             receiving a first view from the first electronic site, wherein the first view  
             substantially corresponds to the first view request; and  
             sending first information related to the first view request to a second entity  
             that is different from the first entity.  
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2. The method of claim 1, further comprising:  
             sending a second view request to a second electronic site that is substantially  
             owned or controlled by a third entity;  
             receiving a second view from the second electronic site, wherein the second  
15            view substantially corresponds to the second view request; and  
             not sending second information related to the second view request to  
             anyone.  
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3. The method of claim 1, wherein the second entity is not an Internet service  
20            provider.
4. The method of claim 1, wherein the first information includes site information  
             related to the first view request, an identifier related to a user, and temporal  
25            information related to the first view request.

5. The method of claim 1, wherein the acts of sending the first view request, receiving the first view, and sending the first information are performed by the user.

5 6. The method of claim 5, further comprising:

sending a second view request to a second electronic site that is substantially controlled or owned by a third entity that is different from the first entity and the second entity;

10 receiving a second view from the second electronic site, wherein the second view substantially corresponds to the second view request; and  
sending second information related to the second view request to the second entity,

15 wherein the acts of sending the second view request, receiving the second view, and sending the second information are performed by the user.

20 7. The method of claim 6, wherein:

a first electronic access provider is used in routing the first view request, the first view and the first information;

a second electronic access provider is used in routing the second view request, the second view and the second information; and

a second electronic access provider is different from the first electronic access provider.

25 8. The method of claim 1, further comprising accessing at least some of the first information from the second entity, wherein accessing is performed by the user.

9. A data processing system program product having a code embodied within a data processing system readable medium, the code including a set of instructions executable by a data processing system of the user to perform a method of providing information related to activity of a user, the method comprising:

5 sending a first view request to a first electronic site that is substantially owned or controlled by a first entity;  
receiving a first view from the first electronic site, wherein the first view substantially corresponds to the first view request; and  
10 sending first information related to the first view request to a second entity that is different from the first entity.

10. The data processing system program product of claim 9, wherein the method further comprises:

15 sending a second view request to a second electronic site that is substantially owned or controlled by a third entity;  
receiving a second view from the second electronic site, wherein the second view substantially corresponds to the second view request; and  
20 not sending second information related to the second view request to anyone.

11. The data processing system program product of claim 9, wherein the second entity is not an Internet service provider.

12. The data processing system program product of claim 9, wherein the first information includes site information related to the first view request, an identifier related to a user, and temporal information related to the first view request.

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13. The data processing system program product of claim 9, wherein the method further comprises accessing at least some of the first information from the second entity, wherein accessing is performed by the user.

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14. The data processing system program product of claim 9, wherein the data processing system program product is a plug-in for a browser program.

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17. The data processing system program product of claim 16, wherein the code comprises a second set of instructions executable by the data processing system to perform a second method capable of obtaining information at the electronic site, the second method comprising:

5        sending a first view request to a first electronic site; and  
      receiving a first view from the first electronic site, wherein the first view that substantially corresponds to the first view request.

10 18. The data processing system program product of claim 17, wherein the second set of instructions are capable of being executed after the user selects the first mode of operation.

15 19. The data processing system program product of claim 17, wherein the second set of instructions are capable of being executed after the user selects the second mode of operation.

20 20. The data processing system program product of claim 15, wherein the code further comprises a second set of instructions executable by the data processing system to perform a second method, the second method comprising:

25        sending the view request to the electronic site;  
      receiving a view from the electronic site, wherein the view substantially corresponds to the view request; and  
      accessing at least some of the information.

21. The data processing system program product of claim 15, wherein the information includes site information related to the view request, an identifier related to the user, and temporal information related to the view request.
- 5 22. The data processing system program product of claim 15, wherein the data processing system program product is a plug-in for a browser program.